

# INDIANA

2008 Publication Advertising Opportunities



Jasper Strassenfest.  
Jasper. 2007.

[VisitIndiana.com](http://VisitIndiana.com)

**INDIANA**  
restart your engines

## Dear Tourism Partners,

Thank you for your consideration of the 2008 Indiana Office of Tourism Development (IOTD) travel publications. The goal of our travel publications is to **provide a broad platform** for presentation of our advertisers' messages to a number of qualified leads.

In 2006, IOTD partnered with Strategic Marketing and Research, Inc., to conduct publication research on the IOTD travel publications. The results of this research leave us confident that we are providing quality publications for potential Indiana visitors—publications that are **credible, informative, and motivating**.


Nearly 60 percent of visitors requesting the Indiana Travel Guide convert to actual visitors. Additionally, those influenced by the Indiana Travel Guide **spend 116 percent more money per trip** than visitors who were not influenced. We have learned that IOTD travel publications are used to provide trip ideas—and those trip ideas **generate additional spending and increase visitors' length of stays**.

We look forward to the opportunity of sharing the full research reports with you and discussing the results. The research results are available online at [in.gov/tourism](http://in.gov/tourism) on the Research and Resources page under the heading "Research and Reports."

For additional information on the 2008-2009 Indiana Travel Guide, the 2008 Indiana Festival Guide, or the 2008 Indiana Play Pack, **please contact your regional account executive**. A contact list of regional account executives appears at the end of this travel publication sales material.

Thanks for your support. I look forward to working with you in building effective, engaging, and motivating IOTD travel publications.

Best regards,



Amy Vaughan  
Director  
Indiana Office of Tourism Development

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## 2008-2009 INDIANA TRAVEL GUIDE OVERVIEW



### 2008-2009 Indiana Travel Guide

This two-year publication is the official travel guide for Indiana. It is a four-color, 8.375" x 10.875" perfect bound magazine that is mailed to every consumer who requests state travel information.

You can participate in the Indiana Travel Guide in many different ways, including camera-ready advertising, formatted display advertising, brochure advertising, listings, and grids.

As an advertiser in the Indiana Travel Guide, you will receive exposure that reaches qualified travelers in the Midwest. Additionally, all advertisers receive a presence on VisitIndiana.com, the Indiana Office of Tourism Development's official Web site. It is estimated that in 2008 more than

2 million people will utilize the information on the newly redesigned VisitIndiana.com.

According to 2006 publication research, the Indiana Travel Guide converts nearly **60 percent** of information-requestors to actual visitors. Additional benefits of the Indiana Travel Guide include:

- 63 percent of guide-requestors are influenced by the Indiana Travel Guide and its contents.
- Influenced visitors also stayed nearly one night longer than those uninfluenced and spent 116 percent more money.
- According to 2006 publication focus groups, the Indiana Travel Guide is viewed by consumers as a credible resource for travel information. Formatted display ads are not viewed as advertising, but as editorial or endorsed products. "This is one type of ad layout I do like and will use."

### 2008-2009 Indiana Travel Guide Distribution

Direct mail to subscribers	165,000
Welcome centers, rest areas and visitors centers, AAA offices	355,000
Fulfillment to requests generated by advertising	175,000
Indiana legislators	20,000
Consumer shows, State Fair	35,000
<b>Total distribution</b>	<b>750,000</b>

## 2008-2009 Indiana Travel Guide Corporate Advertising

Corporate advertisers in the 2008-2009 Indiana Travel Guide can participate in a number of ways, including corporate advertising, brochure ads, listings, and grids. Corporate advertisers are considered to be organizations whose locations fall within multiple regions of Indiana.

### Corporate Advertising:

Corporate advertisers receive far-forward placement within the publications and use camera-ready artwork provided by the advertiser. This camera-ready artwork can be changed for the 2009 edition of the Indiana Travel Guide.

Size and placement	Bleed Size	Trim Size	Live Area	Price per Year	VisitIndiana.com Bonus	Note:
Two-page spread	17" x 11.125"	16.75" x 10.875"	15.75" x 9.875"	\$35,640	A one-month contest on VisitIndiana.com each year	Must allow a 1" gutter
Full-page	8.625" x 11.125"	8.375" x 10.875"	7.375" x 9.875"	\$20,878	A one-month contest on VisitIndiana.com each year	Placed as a right-hand read
Half-page	n/a	n/a	7.5" x 4.75"	\$11,000	A one-month contest on VisitIndiana.com each year	Placed adjacent to editorial

### Brochure Ad:

Brochure advertisers are featured in the Indiana Travel Guide, the Indiana freestanding newspaper insert, and the Travel Brochure section of VisitIndiana.com for 2008 and 2009. The ad elements provided will be designed into a brochure ad that will be placed in both editions of the Indiana Travel Guide. Brochure artwork can be updated for the freestanding insert or on VisitIndiana.com. Each of these three programs generates two years' of brochure order leads for advertiser fulfillment. Additionally, these programs promote qualified travelers to contact the advertiser directly via Web site and telephone. Brochure advertisers receive leads via e-mail.

PLACEMENT	DISTRIBUTION	CIRCULATION	PRICE PER YEAR
Indiana Travel Guide	2008-2009	750,000	\$4,785
Freestanding Insert	2008-2009	2 million	
VisitIndiana.com	2008-2009		

### Listings and Grids:

Advertisers will be featured in the 2008-2009 Indiana Travel Guide and as a bonus listed on VisitIndiana.com for the same duration. The data provided will be placed in both editions of the Indiana Travel Guide, and information can be updated at any time for inclusion in VisitIndiana.com.

Type	Categories for Travel Guide	Format	Price per Year
Listing	Attractions, Information, Recreation, Restaurants, Shopping	20-word description	\$220
Lodging Grid	Hotel/Motel, Bed and Breakfast, Resort/Lodge, Cabins	24-grid categories and 20-word description	\$220
Campground Grid	Campgrounds	22-grid categories and 20-word description	\$220

## 2008-2009 Indiana Travel Guide Regional Advertising

The best way to reach visitors in the Indiana Travel Guide is through regional display ads. All regional advertising will be placed, following regional editorial, within the appropriate region.

Formatted display advertisers have the following new opportunities for the 2008-2009 Indiana Travel Guide.

- Full-page regional display advertisers will have the option of choosing between four different formatted display options. These options can be found on pages 5-8.
- All formatted display advertisers will receive online added-value in the form of a free listing in the Indiana Travel Guide and the appearance of that listing on VisitIndiana.com with a photo. This photo listing option will appear in the Trip Planner of VisitIndiana.com and is only available as an added-value to formatted display advertisers.
- For an additional \$500 fee, all formatted display advertisers will have the opportunity to change any or all elements within their 2008 Indiana Travel Guide ad for the 2009 Indiana Travel Guide reprint. This includes changing photos, copy, logo, headline, contact information, etc.

Size	Photos	Headline Word Count	Subhead Word Count	Body Copy Word Count	Caption Word Count	Logos	Notes	Price	VisitIndiana.com Bonus
Full-page OPTION 1	1	Up to 4 words	Up to 8 words	Up to 125 words	Up to 5 words per photo	1	Swoop effect will appear on bottom of photo only. Top portion will be rectangular.	\$17,490	Photo listing on VisitIndiana.com within Trip Planner
Full-page OPTION 2	2	Up to 4 words	Up to 8 words	Up to 180 words	Up to 5 words per photo	1	Swoop effect will appear on top and bottom of photo strip.	\$17,490	Photo listing on VisitIndiana.com within Trip Planner
Full-page OPTION 3	3	Up to 4 words	Up to 8 words	Up to 180 words	Up to 5 words per photo	1	Swoop effect will appear on top and bottom of photo strip.	\$17,490	Photo listing on VisitIndiana.com within Trip Planner
Full-page OPTION 4	4	Up to 4 words	Up to 8 words	Up to 180 words	Up to 5 words per photo	1	Swoop effect will appear on top and bottom of photo strip.	\$17,490	Photo listing on VisitIndiana.com within Trip Planner
2/3-page vertical	3	Up to 4 words	Up to 8 words	Up to 135 words	Up to 5 words per photo	1	Swoop effect will appear on top and bottom of photo strip.	\$12,650	Photo listing on VisitIndiana.com within Trip Planner
Half-page horizontal	3	Up to 3 words	N/A	Up to 55 words	Up to 5 words per photo	1	Swoop effect will appear on top and bottom of photo strip.	\$9,870	Photo listing on VisitIndiana.com within Trip Planner
1/3-page square	2	Up to 3 words	N/A	Up to 60 words	Up to 5 words per photo	1	Swoop effect will appear on bottom of photo strip only. Top portion will be rectangular.	\$7,085	Photo listing on VisitIndiana.com within Trip Planner
1/6-page	1	Up to 3 words	N/A	Up to 20 words	Up to 5 words per photo	1	Swoop effect will appear on bottom of photo only. Top portion will be rectangular.	\$4,000	Photo listing on VisitIndiana.com within Trip Planner

Regional advertisers are permitted to submit camera-ready artwork for advertising of two pages or more. For additional pricing options for camera-ready spreads larger than two pages, please contact your regional account executive.

Camera-ready regional advertisers will have the opportunity to change their artwork for the 2009 Indiana Travel Guide reprint. Regional advertising of two pages or more will be placed within the specified region.

Size	Bleed Size	Trim Size	Live Area	Price	VisitIndiana.com Bonus	Note:
Two-page spread	17" x 11.125"	16.75" x 10.875"	15.75" x 9.875"	\$32,010	A one-month contest on VisitIndiana.com each year	Must allow a 1" gutter

Example of full-page OPTION 1:



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## DECATUR AND JENNINGS COUNTIES

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**Greensburg**  
Decatur County, Indiana

Greensburg/Decatur County Tourism  
232 N. Franklin St.  
Greensburg, IN 47240  
877-883-5447 • [visitgreensburg.com](http://visitgreensburg.com)  
Request a brochure on page 146.

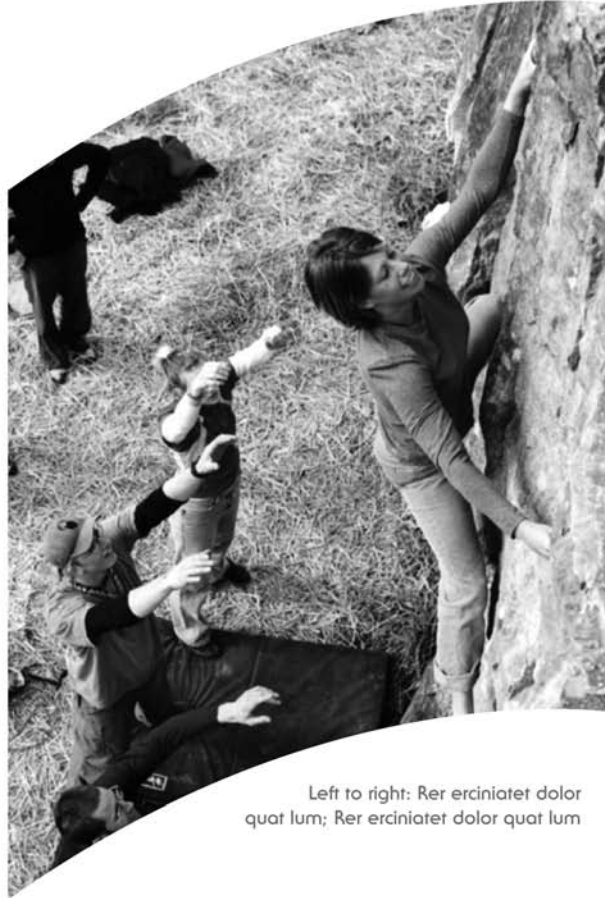
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Example of full-page OPTION 2:



Greensburg/Decatur County Tourism  
232 N. Franklin St.  
Greensburg, IN 47240  
877-883-5447 • visitgreensburg.com  
Request a brochure on page 146.



Left to right: Rer erciniatet dolor  
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## DECATUR AND JENNINGS COUNTIES


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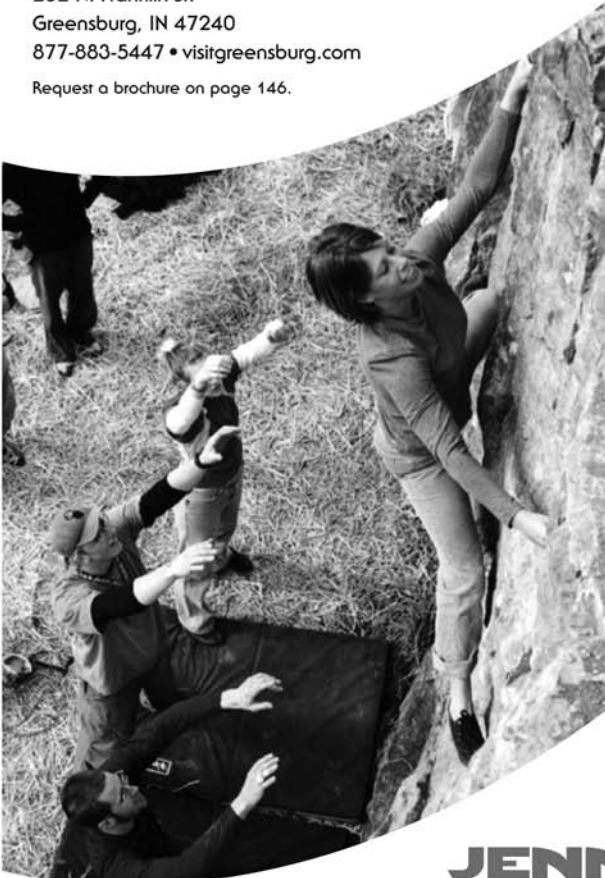
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Example of full-page OPTION 3:



Greensburg/Decatur County Tourism  
232 N. Franklin St.  
Greensburg, IN 47240  
877-883-5447 • [visitgreensburg.com](http://visitgreensburg.com)  
Request a brochure on page 146.



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## DECATUR AND JENNINGS COUNTIES

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Example of full-page OPTION 4:



Greensburg/Decatur County Tourism  
232 N. Franklin St.  
Greensburg, IN 47240  
877-883-5447 • visitgreensburg.com  
Request a brochure on page 146.



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## DECATUR AND JENNINGS COUNTIES


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Example of 2/3-page vertical:



Greensburg/Decatur County Tourism  
232 N. Franklin St.  
Greensburg, IN 47240  
877-883-5447 • visitgreensburg.com

Request a brochure  
on page 146.



Left to right: Rer erciniatet  
dolor quat lum; Rer erciniatet  
dolor quat lum


## DECATUR AND JENNINGS COUNTIES

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Example of half-page horizontal:



Greensburg/Decatur County Tourism  
232 N. Franklin St., Greensburg, IN 47240  
877-883-5447 • visitgreensburg.com  
Request a brochure on page 146.

## SCENIC DECATUR COUNTY

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Example of 1/3-page square:




Left to right: Rer erciniatet dolor quat lum; Rer erciniatet dolor quat lum

## SCENIC DECATUR COUNTY

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Greensburg/Decatur County Tourism  
232 N. Franklin St.  
Greensburg, IN 47240  
877-883-5447  
visitgreensburg.com  
Request a brochure on page 146.

Example of 1/6-page:



Rer eratet dolor quat lum

## SCENIC DECATUR COUNTY

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Greensburg/Decatur County Tourism  
232 N. Franklin St.  
Greensburg, IN 47240  
877-883-5447  
visitgreensburg.com



Request a brochure on page 146.

### 2008-2009 Indiana Travel Guide

#### Brochure Ad:

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Indiana Travel Guide	2008-2009	750,000	\$4,785
Freestanding Insert	2008-2009	2 million	
VisitIndiana.com	2008-2009		

#### Travel Guide Listings and Grids:

Advertisers will be featured in the 2008-2009 Indiana Travel Guide, and as a bonus listed on VisitIndiana.com for the same duration. The data provided will be placed in both editions of the Indiana Travel Guide, and information can be updated at any time for appearance on VisitIndiana.com. For listings only, one category is selected for inclusion in the Indiana Travel Guide. That same category will be used for VisitIndiana.com; however, advertisers may identify themselves as an agritourism product. These advertisers who meet the criteria will appear under their Travel Guide category and an agritourism category on VisitIndiana.com. The criteria is available on the listing order form provided by the regional account executives.

Type	Categories for Travel Guide	Format	Price per Year
Listing	Attractions, Information, Recreation, Restaurants, Shopping	20-word description	\$220
Lodging Grid	Hotel/Motel, Bed and Breakfast, Resort/Lodge, Cabins	24-grid categories and 20-word description	\$220
Campground Grid	Campgrounds	22-grid categories and 20-word description	\$220

#### Example of Listing:

##### EDINBURGH

#### SHOPPING

**Edinburgh Premium Outlets**  
I-65 to Exit 76B. Save at 85 stores including Banana Republic, Calvin Klein, Eddie Bauer, Gap Outlet, Jones New York, Lenox, Nautica, and Polo. Open Jan.-Dec. Hours: Mon.-Sat. 10 am-9 pm; Sun. 10 am-6 pm. 812-526-9764. Premiumoutlets.com/edinburgh

#### Example of Lodging Grid:

##### LODGING

	Number of Rooms	Price Range	Bed & Breakfast	Cabins	Hotel/Motel	Resort/Lodge	Handicapped Accessible	Pets Allowed	Continental Breakfast	Full Breakfast	Free Premium Channels	Pay Movies	High-Speed Internet	In-Room Hair Dryers	In-Room Hot Tub Option	Hot Tub in Pool Area	Pool-Indoor	Pool-Outdoor	Bar/Lounge On-Site	Restaurant On-Site	Swimming (Beach/Lake)	Golf Packages	Tennis Courts	Credit Cards	Additional Notes
<b>Aurora</b> Aurora's Opera House Hotel & Suites 323 Second St. 812-584-0083 visitsouthernindiana.com/TG	12	\$90			•		•																	D M V	Twelve one-of-a-kind luxury suites just minutes away from Argosy Casino, Perfect North Slopes (Lawrenceburg), and Hillcrest Victorian House Museum (Aurora).

#### Example of Campground Grid:

##### CAMPGROUNDS

	Number of Campsites	Handicapped Accessible	Pets Allowed	Lodging On-Site	RV Sites	Tents	Tables	Grates/Grills	Flush Toilets	Showers (Hot Water)	Water Hookup	Sewer Hookup	Electricity Hookup	High-Speed Internet	Recreation Hall On-Site	Swimming On-Site	Boat Rental On-Site	Boating On-Site	Fishing Lake On-Site	Bait/Tackle On-Site	Grocery On-Site	Laundry On-Site	Additional Notes
<b>Batesville</b> Indian Lakes Resort 7234 Hwy. 46 E. 812-934-5693 thousandtrails.com	700	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	Membership campground. Cabins and facilities available for groups, weddings, graduations, reunions, and company outings. Fishing lakes. Mini-golf.

Please contact your regional account executive for more information regarding artwork submission. June 15, 2007, is the deadline for space reservations and artwork.

### 2008-2009 Indiana Travel Guide

#### Best Deal Festival Listing:

Best Deal festival advertisers will appear in the 2008-2009 Indiana Travel Guide and both the 2008 and 2009 editions of the Indiana Festival Guide in a "shaded" box. As a bonus, the festival listing will also appear on VisitIndiana.com throughout 2008-2009. Best Deal festival listings include a 20-word description, festival dates and times, and a Web site address. Updated information can be provided for the 2009 Indiana Travel Guide, and all information can be updated at any time for appearance on VisitIndiana.com.

#### Best Deal Festival Listing:

PLACEMENT	DISTRIBUTION	CIRCULATION	PRICE PER YEAR
Indiana Travel Guide	2008-2009	750,000	\$330
Indiana Festival Guide	2008-2009	500,000	
VisitIndiana.com	2008-2009		

#### Example of Best Deal Listing:

**7**  
VEVAY (South Central)  
**Spring Eggstravaganza**  
Courthouse lawn, Riverfront Park, theater.  
Easter egg hunt, lunch with the Easter Bunny,  
kite-flying contest, kid's puppet show, sack  
race, contests, games, and more. 10 am-3 pm.  
No adm. chg. 800-435-5688; vevayin.com. ☎  
2008 Festival Date: 3/22



### 2008 Indiana Festival Guide

This two-color, PMS 167 U, one-year publication lists more than 600 festivals throughout the state in an organized-by-month, handy 5.25" x 8.25" size. Participation in the 2008 Indiana Festival Guide is available as a qualified festival listing and/or as a display advertiser. All qualified festival listings also appear on VisitIndiana.com in 2008. It is estimated that in 2008, the newly redesigned VisitIndiana.com will be used by more than 2 million visitors. The Indiana Festival Guide has always been one of Indiana's most-requested guide books, because attending festivals is a favorite activity of Indiana visitors.

In 2008, 500,000 Indiana Festival Guides will be printed and distributed.

Contact your regional account executive to participate.

#### 2008 Indiana Festival Guide Distribution

Direct mail to subscribers	165,000
Welcome centers, rest areas and visitors centers, AAA offices	70,000
Fulfillment to requests generated by advertising	160,000
Hoosier Energy customers	40,000
Indiana legislators	25,000
Indiana festivals, through the Indiana State Festival Association	20,000
Consumer shows, State Fair	20,000
<b>Total distribution</b>	<b>500,000</b>

## 2008 Indiana Festival Guide Display Advertising

Display advertising is the best way to convey a complete festival message. A display ad provides your festival one full-year of exposure in the 2008 Indiana Festival Guide using ARTWORK PROVIDED BY THE ADVERTISER. It is an effective complement to a festival listing. Full-page and half-page ads are placed in the month of the Festival Guide specified by the advertiser. In 2008, 500,000 Festival Guides will be printed.

Contact your regional account executive to participate.

Size	Dimension	Price per Year
Inside front cover, 4-color	4.5" x 7.5" non-bleed 5.5" x 8.5" bleed 5.25" x 8.25" trim	\$6,750
Inside back cover, 4-color	4.5" x 7.5" non-bleed 5.5" x 8.5" bleed 5.25" x 8.25" trim	\$5,000
Full-page ad, 2-color (black + PMS 167 U)	4.375" width x 7.25" depth	\$2,000
Half-page vertical ad, 2-color (black + PMS 167 U)	2.0625" width x 7.25" depth	\$1,000

## Best Deal Festival Listing

A Best Deal festival listing provides a festival two years of exposure in the 2008-2009 Indiana Travel Guide and two years of exposure in the 2008 and 2009 Indiana Festival Guide. As a bonus to Best Deal advertisers, exposure on VisitIndiana.com throughout 2008 and 2009 is free. In 2008, 500,000 Festival Guides will be printed, and the number of user sessions on VisitIndiana.com is estimated to be more than 2 million.

Contact your regional account executive to participate.

A 20-word festival listing in the 2008 Indiana Festival Guide  
AND in the 2008-2009 Indiana Travel Guide \$330 per year

A festival listing on VisitIndiana.com throughout 2008 Free

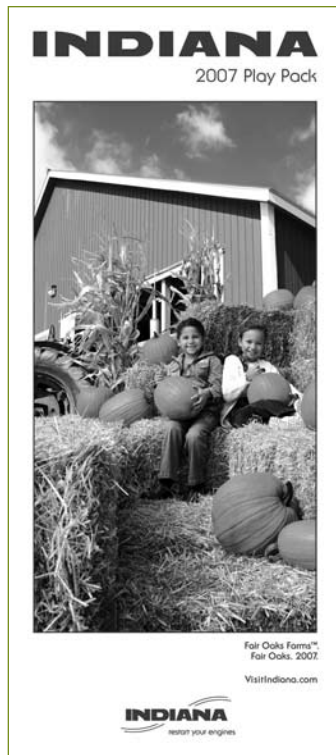
## Indiana State Festival Association ISFA Membership Listing

ISFA annual membership is \$50 - \$150, involving a sliding scale based on festival budget. Along with additional membership benefits, there is a guarantee that your free 25-word listing will appear in the 2008 Indiana Festival Guide, if your festival meets all the requirements set by the Indiana Office of Tourism Development. ISFA member listings are specially designated with an asterisk in the 2008 Indiana Festival Guide. Member festivals also receive an abbreviated festival listing on VisitIndiana.com throughout 2008, only including festival name, dates, Web site address, and contact phone number.

All 2007 ISFA members and festivals must renew their membership for 2008 in order to guarantee placement in the 2008 Indiana Festival Guide. To become an IFSA member, contact ISFA at 317.791.0326 or at [info@indianafestivals.org](mailto:info@indianafestivals.org).

## FREE Listing

Visit [www.in.gov/tourism/](http://www.in.gov/tourism/) to apply for a free 2008 Indiana Festival Guide listing. Fill out the online application before June 15, 2007. Free festival listings only include festival name, dates, Web site address, and contact phone number. Only festivals that meet criteria set by IOTD that submit a 2008 online application may be considered to receive a listing in the 2008 Indiana Festival Guide. Space is limited.



### 2008 Indiana Play Pack

This one-color, PMS 384 U, one-year publication features getaway packages organized by region. Each getaway package provides an Indiana traveler with value and the convenience of booking a complete getaway with just one phone call. Indiana Play Pack features a traditional brochure size that it is easy to fit in a car glovebox. All qualified getaway package offers also appear on VisitIndiana.com in 2008. It is estimated that in 2008, the newly redesigned VisitIndiana.com will be used by more than 2 million visitors.

In 2008, 350,000 Play Packs will be printed and distributed.

Contact your regional account executive to participate.

### 2008 Indiana Play Pack Distribution

Direct mail to subscribers	165,000
Welcome centers, rest areas, and visitors centers, AAA offices	31,000
Fulfillment to requests generated by advertising	125,000
Consumer shows, State Fair	15,000
Indiana legislators	14,000

**Total distribution 350,000**

## 2008 Indiana Play Pack Display Advertising

Display advertising is the best way to convey a hotel property's or attraction's unique features, the travel discounts offered, and package details. A display ad provides one full year of exposure in the 2008 Play Pack using **ARTWORK PROVIDED BY THE ADVERTISER**. It is an effective complement to a package listing. In 2008, 350,000 Indiana Play Packs will be printed.

Contact your regional account executive to participate.

Size	Dimension	Price per Year	SPECIAL ARTWORK NOTE
Outside back cover, 4-color	3.5" x 8.5" non-bleed 4.25" x 9.25" bleed 4" x 9" trim	\$8,200	ALL ADS MUST BE SUBMITTED IN BLACK AND WHITE OR GRAYSCALE. PMS 384 U will be substituted during the printing process.
Inside front cover, 4-color	3.5" x 8.5" non-bleed 4.25" x 9.25" bleed 4" x 9" trim	\$6,750	
Inside back cover, 4-color	3.5" x 8.5" non-bleed 4.25" x 9.25" bleed 4" x 9" trim	\$5,000	
Two-page ad, 1-color PMS 384 U (two pages can be a spread or back-to-back)	7.25" x 8.25"	\$2,000	
Full-page vertical ad, 1-color PMS 384 U	3.25" x 8.25"	\$1,200	

NOTE: "Cut-out-to-redeem" discount offers must only be placed in a back-to-back, two-page spread. This policy ensures that no other advertiser's ad could appear on the back of a cut-out offer.

## FREE Offers

### Getaway Packages

The Indiana Office of Tourism Development encourages businesses around the state to develop getaway packages that make it easy for travelers to experience more throughout the state. To encourage overnight travelers, each package should be managed by a lodging facility, and have a single price point with off-property activities included. Additional package components could include attractions, retails, outlet or antique malls, merchants associations, restaurants, events, etc.

Visit [www.in.gov/tourism/](http://www.in.gov/tourism/) to apply for a free 2008 Indiana Play Pack Getaway Package. Fill out the online application before June 15, 2007. Only getaway packages that meet criteria set by IOTD that submit an online application may receive a listing in the 2008 Indiana Play Pack. Getaway Packages will also be featured on VisitIndiana.com throughout 2008.

Contact your regional account executive with any questions. June 15, 2007, is the deadline to apply.

### Discount Coupons

Discount coupons are featured on VisitIndiana.com on the Travel Discounts page. Attractions, restaurants, retailers, hotels, motels, bed and breakfasts, and campgrounds, are all encouraged to submit discount coupons for travelers to print out on VisitIndiana.com.

Visit [www.in.gov/tourism/](http://www.in.gov/tourism/) to apply for a free discount coupon to appear on VisitIndiana.com.

## 2008 INSERTION ORDER

If you wish to reserve space immediately, please fill out and sign the following insertion order. Please tear out and fax to the appropriate regional account executive. Contact information for regional account executive is on the back page.

### Contact Information - Please Print or Type

Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

E-mail Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Fax Number \_\_\_\_\_

Publication	Size/Ad Type	Item Price	Quantity	Total
				\$

2008 Total \$

2009 Total \$

All advertising commitments for the 2008-2009 Indiana Travel Guide are two-year commitments. The total advertising fee for each 2008-2009 Indiana Travel Guide line item will be invoiced to the advertiser twice, once each year of the publication.

State Contract Approval: In accordance with Indiana Code 4-13-2-14.1, a contract to which a state agency is a party must be approved by (1) the commissioner of the Indiana Department of Administration, (2) the director of the State Budget Agency, and (3) the attorney general, as required by Indiana Code 4-13-2-14.3. A separate contract agreement between the Organization listed above and the state of Indiana shall be executed to comply with the above Indiana statute.

Non-Collusion and Acceptance: The undersigned attests, subject to the penalties of perjury, that he/she is the Organization listed above, or that he/she is the properly authorized representative, agent, member or officer of the Organization, that he/she has not, nor has any other member, employee, representative, agent or officer of the Organization, directly or indirectly, to the best of his/her knowledge, entered into or offered to enter into any combination, collusion or agreement to receive or pay, and that he/she has not received or paid any sum of money or other consideration for the execution of this insertion order other than that which appears upon the face hereof.

My signature below verifies I have read and understand the insertion above. The Indiana Office of Tourism Development is hereby authorized to place the aforementioned advertisements in the designated publication.

Advertiser's Signature \_\_\_\_\_ Date \_\_\_\_\_

IMPORTANT: KEEP A COPY OF YOUR COMPLETED INSERTION ORDER FOR YOUR RECORDS.

## REGIONAL ACCOUNT EXECUTIVES: CONTACT INFORMATION

### North

#### **NITDC**

North Region Account Executive  
PO Box 588  
110 West Waterford St.  
Wakarusa, IN 46573  
P: 574.862.1434  
F: 574.862.1979  
NITDC@verizon.net

### East and West

#### **Kelleen Larkey**

East and West Region Account Executive  
5607 E 1000 S-92  
Roanoke, IN 46783  
P: 260.396.2619  
F: 260.396.2375  
larkey@fwi.com

### Central

#### **Jocelyn Vare**

Central Region Account Executive  
14350 Mundy Dr.  
Suite 800, #285  
Noblesville, IN 46060  
P: 317.770.8183  
F: 317.770.8184  
rae@propellermktg.com

### South Central and South

#### **Darla S. Blazey**

South Central and South  
Region Account Executive  
PO Box 165  
Jasper, IN 47547-0165  
P: 812.482.5761  
F: 812.482.9730  
dblazey@msn.com



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Indianapolis, IN 46204